

# Dragon Hill Lodge Oktoberfest

**Best Event  
Oktoberfest  
Dragon Hill Lodge  
October 2008**



# Dragon Hill Lodge Oktoberfest

Oktoberfest is a sixteen-day festival held each year in Munich, Bavaria, Germany during late September (and running to early October). It is one of the most famous events in the city and the world's largest fair, with some six million people attending every year, and is an important part of Bavarian culture. By 1960, the original Oktoberfest had turned into an enormous world-famous festival. After this foreigners began to picture German men as wearing the Sennerhut, Lederhosen, and the ladies in Dirndl.

This tradition was adopted by the Dragon Hill Lodge beginning in 1992. The DHL Oktoberfest is an event that is a USFK theater wide celebration for 54,000 Active Duty, Family members, civilians and members of the United Nations Command.

Dragon Hill Lodge hosted its annual Oktoberfest celebration under the big tent erected on the upper level Of our parking garage for four nights. The event was held from 6:00p.m. – 10:30 p.m. on Friday, October 3 and 10, from 5 p.m. – 10:30 p.m. on Saturday, October 4 and 11. Oktoberfest included authentic German food and beverages, music, dancing and contests.



# Dragon Hill Lodge Oktoberfest



Oktoberfest at the Dragon Hill Lodge is an integrated fall festival consisting of a series of several events;

- Pre Oktoberfest Kick-off
- 5K Volksmarch
- Yard Sale
- Participation in Community Fall Festival Parade
- Classic Car Show
- The main event – Oktoberfest!

In addition, the entire hotel is “dressed for the event, from the front desk clerks, restaurant staff and guest services agents to the building itself, regaled in the flags of Bavaria and Oktoberfest music in the Lobby, everyone and everything is touched by the magic of this wonderful event!



# Dragon Hill Lodge Oktoberfest

## **Planning, Marketing and Promotion**

- Beer was ordered from Germany in coordination with AAFES
- Edelweiss Lodge and Resort assisted in ordering authentic beer mugs that were sold during the event
- A special bulk purchase of bratwurst was made at an excellent price from a quality supplier
- ¼ page advertisements, Morning Calm Newspaper
- Sent promo mailers out to all Embassies in Seoul
- Oktoberfest “Feature AD” in Dragon Hill Lodge September and October Newsletter
- Post Marquees (Main & South) featured blurbs about Oktoberfest
- Banner displayed at the Guest Services Desk, Market Square Entrances and parking structure wall
- Main Lobby Signage
- In-house Video Show (Channel 20)
- AFN Radio Readers and TV Spots (Community Calendar)
- AFN News Report Promotional Facade outside at hotel entrance
- “Oktoberfest Tease” – September 27<sup>th</sup> 11:00 – 15:00
  - The pre-Oktoberfest “tease” consists of a small booth that sells Oktoberfest food and beverages located with an Oktoberfest backdrop in front of the hotel. This year’s revenue at the tease was \$1,917.60
- German oom-pah music over hotel sound system
- Front Desk, Guest Service and Restaurant host and cashier staff wear traditional German clothing

# Dragon Hill Lodge Oktoberfest

- **Preparation**
- The Oktoberfest tent is 20,000 square feet with a capacity to seat 500 guests. It was purchased in 2002. In the configuration we use at the fest, seating is for 320.
- Set-up
  - The Garage was blocked off on Sunday Night. The Tent was set up by our engineering team on Monday and on Tuesday. The 12 piece stage was installed, area decorated with garland, lights and event signage and accessories.
  - Wednesday, the housekeepers cleaned the area and set up the Oktoberfest tables and benches. On Thursday, Housekeeping set up the food lines, trash cans and the Bar set ups. Friday, the Decoration Team set up the pretzel and cookie decorations.



# Dragon Hill Lodge Oktoberfest

## Preparation

- **Oktoberfest food production**

- All foods were made by our in-house crew. From breadng the schnitzels, to marinating the sauerbraten and scratch production of all of the brotchen and pastry, our great culinary team created first rate authentic German dining experience



Freshly baked  
pretzels



Portioning apple strudels



Schnitzel breading by the butcher

# Dragon Hill Lodge Oktoberfest

## Oktoberfest Food Production



Schnitzel Wiener Art  
Schnitzels ready for sale



Freshly baked brotchen and rye breads



Bratwurst hot off the grill

Delicious homemade  
cakes and pastries



# Dragon Hill Lodge Oktoberfest

## Oktoberfest Food Production



Freshly baked pretzels



Decorative gingerbread hearts



Sauerkraut with wine and bacon

# Dragon Hill Lodge Oktoberfest

## Menu

### **Fest Platter** **\$14.95**

Includes choice of 2 entrée, 2 side dishes and dessert

### **Ala Carte**

Rotisserie Chicken	\$8.95	
Schnitzel Wiener Art (traditional breaded cutlet)		\$8.95
Jager Schnitzel (cutlet with mushroom sauce)		\$8.95
Sauerbraten (marinated pot roast)	\$8.95	
Bratwurst	\$3.95	

### **Side Dish Choices** **\$2.50 each**

Sauerkraut in Wine, Rotkohl (sweet and sour red cabbage)  
Mashed potatoes with brown onion sauce  
German Potato Salad, Spätzle

### **Desserts** **\$3.95**

Choose from...

Apple Strudel, Black Forrest Cake, Cheesecake, German Chocolate Torte

Waffle Cone with 2 scoops vanilla ice cream	\$3.95
Homemade Waffles w/ Whip Cream, ice cream and strawberries	\$5.95

# Dragon Hill Lodge Oktoberfest

## **Beverage Menu**

Paulener: -\$4.50

Hacker Pschorr: - \$4.50

Budweiser: - \$2.50

Bud Light: - \$2.50

Miller Lite: - \$2.50

Apfelkorn : - \$3.00

Jagermeister: - \$3.00

Soft Drinks \$1.50

House Wine: - \$3.00

Pitcher of homemade, microbrewed amber: - \$7.95

Glass of homemade, microbrewed amber: - \$2.50



# Dragon Hill Lodge Oktoberfest

## 5k Volksmarch

- The POiNT health club had its annual 5k Volksmarch on Saturday, October 4th. Registration started at 9:30 a.m. and the walk at 10:30 am with 71 people participating, 39 Adults & 32 Kids. Adults received a tee shirt and the kids received a toy



Dragon Hill Lodge Mascot at the Volksmarch

# Dragon Hill Lodge Oktoberfest

## Yard Sale

- The Yongsan community was invited to participate in our annual Oktoberfest yard sale. Mom's Dad's & the kids took the opportunity to turn unused items taking up closet space into some else's new found treasures. The Yard Sale consists of new and second hand items for sale. Oktoberfest foods and beverages were for sale. There were 6 commercial vendors and 35 individual participants in this event



# Dragon Hill Lodge Oktoberfest

## Classic Car Show

- New to this year's Oktoberfest was a classic car show. Some of the finest automobiles from USFK were on display, with the owners present to answer questions and take pictures with the guests



# Dragon Hill Lodge Oktoberfest

- **The Main Event...Oktoberfest!**
- Showtime
  - The tent was up, decorated and made ready. Food was set-up, hot and smelling great. Our homemade microbrew beer was iced down and we were ready for the guests
  - A grand evening was planned, with live music on some nights, and many contests. There were also some great prizes available for lucky draw winners



# Dragon Hill Lodge Oktoberfest

Oktoberfest contests!

Nail in the wood...



Arm Wrestling



# Dragon Hill Lodge Oktoberfest

Oktoberfest contests!



Chicken Dance!

Champions!!



# Dragon Hill Lodge Oktoberfest

Lucky Draw!



Winner!!!!!!



- **Grand Prize**

- Round trip tickets to the United States (2)
  - Sponsored by United Airlines
- Runner Up Prizes
  - Local cultural tours (2)
  - Sponsored by Grace Travel

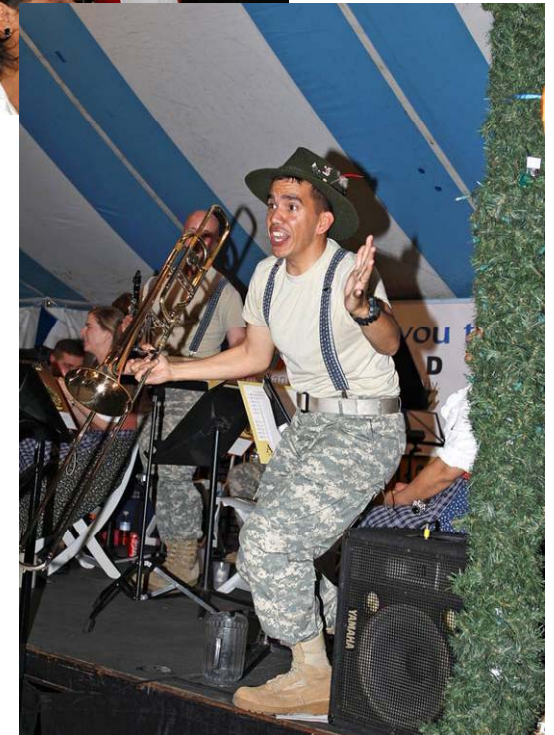
# Dragon Hill Lodge Oktoberfest

Oktoberfest Fun!



# Dragon Hill Lodge Oktoberfest

Oktoberfest Fun!



# Dragon Hill Lodge Oktoberfest

## Financials

	10/03 (Fri)	10/04 (Sat)	10/10 (Fri)	10/11 (Sat)	Total AMOUNT
<b>SALES FOR FOOD, SUNDRY &amp; BEVERAGE - REGISTER TOTALS:</b>					
FOOD	5,272.83	7,883.66	5,132.21	5,973.87	\$ 24,262.57
BEVERAGE	2,585.95	3,128.45	1,957.30	2,942.85	\$ 10,614.55
SUNDRY - Mug Sales	1,143.00	1,428.00	747.00	1,212.00	\$ 4,530.00
BEV-SHOOTERS	342.00	594.00	328.00	544.00	\$ 1,808.00
<b>TOTAL:</b>	<b>9,343.78</b>	<b>13,034.11</b>	<b>8,164.51</b>	<b>10,672.72</b>	<b>\$ 41,215.12</b>

	REVENUE	RECONCILIATION:
	FOOD	\$ 24,262.57
	BEVERAGE	\$ 12,422.55
	SUNDRY	\$ 4,530.00
Tease & at PCS Garage	FOOD	\$ 2,211.72
	BEVERAGE	\$ 623.85
	MUG SALE @Tease & GSA	\$ 552.00
	PCS GARAGE -RENTAL	\$ 1,080.00

CASHIER SHORTAGE

TOTAL:

31.36

45,714.05

# Dragon Hill Lodge Oktoberfest

## Financials - Continued

<b>GROSS SALES</b>				<b>\$ 45,714.05</b>	<b>100.0%</b>
<b>COST OF GOODS</b>	FOOD	(5,796.91)	21.9%		
	BEVERAGE	(1,321.43)	10.1%		
	Base for Sales includes spon MUGS sold @ Bar	(3,035.62)	67.0%		
	MUGS sold @ GSA & Garage Sal	(377.88)	68.5%		
				<b>\$ (10,531.84)</b>	<b>23.0%</b>
<b>DIRECT LABOR</b>	BARTENDERS - 72 hrs	(1,163.52)			
	BQ STAFF - 41 hrs	(717.50)			
				<b>\$ (1,881.02)</b>	<b>4.1%</b>
<b>SUP DEP LABOR</b>					
	HSKP - 113 hrs	(1,501.77)			
	KITCHEN - 128 hrs	(2,617.60)			
				<b>\$ (4,119.37)</b>	<b>9.0%</b>
<b>GROSS PROFIT</b>				<b>\$ 29,181.82</b>	<b>63.8%</b>

# Dragon Hill Lodge Oktoberfest

## Financials - Continued

### OVERHEAD COSTS:

STAGE	(350.00)
GC for Car Show & Bands	(938.20)
PRIZES (IPOD & Gift Certificates)	(1,096.10)
ADVERTISING	(960.00)
BANNER	(229.54)

<b>TOTAL OVERHEAD COST</b>	<b>\$ (3,573.84)</b>	<b>7.8%</b>
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<b>NET PROFIT</b>	<b>\$ 25,607.98</b>	<b>56.0%</b>
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# Dragon Hill Lodge Oktoberfest

## Summary



The Dragon Hill Lodge's annual Oktoberfest is an event that is immensely enjoyed by the USFK community. Families, friends and co-workers gather to enjoy the spirit of this celebration created centuries ago in Germany. The great feelings that are created and shared amongst the celebrants are cherished memories that last a lifetime. This event's main goals are to make people feel good, making the world a better place. Clearly, the great team at the Dragon Hill Lodge succeeded!

# Dragon Hill Lodge Oktoberfest

## Partners

The magic of Oktoberfest is a partnership with many hands making light work. Key are all the team members of the hotel, but there are others as well;

- Eighth US Army Band
- US Army Garrison - Yongsan
- AAFES
- Edelweiss Lodge & Resort



# Dragon Hill Lodge Oktoberfest

## Testimonials

### **Customer Comment via the ICE System:**

A big THANK YOU to the Dragon Hill Lodge and the EUSA Band for FANTASTIC Oktoberfest entertainment Saturday night. It was absolutely first-rate. The food was great, the entertainment was AWESOME (EXCELLENT job EUSA Band!) and it was just a whole lot of fun. All the contests added a lot of fun to the night's festivities. This is a tough place to be assigned...

So, THANKS Dragon Hill Lodge and EUSA Band. You made a big difference!

### **Follow-up comment from Yongsan Garrison Commander;**

Ed/Rox, concur w/ this ICE comment...Oktoberfest is a HUGE success...we went there for both lunch & dinner yesterday & I'll be going again next weekend!

If you're making money you ought to do something like this every quarter...how about a Chriskindle Mart, Saint Pat's Day, etc...the tent is a GREAT idea and it markets itself based on location!!!

V/R,

Dave

David W. Hall

Colonel, Field Artillery

Commander United States Army Garrison Yongsan

# Dragon Hill Lodge Oktoberfest

## Testimonials

Mr. Fagan,

I have been meaning to email you since we returned from Korea almost a month ago, but have finally had the quiet time to write. I wanted to thank you for the "safe haven" I found at the Dragon Hill Lodge after my husband suddenly took ill during our Revisit Korea tour.

However, I would like you to be aware (if you are not already!) that you have a real gem working at Dragon Hill Lodge -- Roxanne Holland!! She went so far out of her way assisting me. At the time I was not aware that she was in the midst of "hostessing" the Oktoberfest, but not once did I feel that I was imposing on her time or that she was too busy to assist me. She is amazing, and because of her, I will have very fond memories of our stay at Dragon Hill Lodge.

Incidentally, all my friends laugh when I mention that I finally attended my first Oktoberfest celebration -- in Korea, of all places!!! It was a nice, fun celebration and I felt safe going to it alone, since my husband was still hospitalized!! It was then that I realized just how involved Roxanne was in the Oktoberfest activities!!

Just thought you'd like to be reminded that Roxanne is a real asset!

Sincerely,

Gail Grob

# Dragon Hill Lodge Oktoberfest

## Nominees



### **Roxanne Holland**

#### **Sales and Marketing Director**

Roxanne has worked at the Dragon Hill Lodge for almost 17 years and as the Director of Marketing for over a decade. She attended Southwest Texas State University in Texas and studied Business Administration. Her career path includes marketing and sales for the interior construction industry and successful entrepreneurial ventures.



### **Nain Kim**

#### **Catering and Banquets Director**

Nain has worked at the Dragon Hill Lodge since 1995. She spent several years in the accounting department, learning the hospitality business from the ground up. Her creative skills and penchant for details led to her current position in 2006. Nain is a working wife and mother of a young son, and served in the United States Army prior to working for the Dragon Hill Lodge.



### **Tim Mitchell**

#### **Food and Beverage Director**

Mr. Mitchell is an opening member of the Dragon Hill Lodge. He has spent 19 years working in the Food and Beverage department, starting as the Pastry Chef, spending over 11 years as the Executive Chef, and is currently the F&B Director. Prior to working at DHL, Mr. Mitchell worked as a pastry chef in various hotels and resorts in Southern California.

# Dragon Hill Lodge Oktoberfest

## General Manager's Letter of Nomination

I am very proud to nominate the Dragon Hill Lodge's 2008 Oktoberfest for this years Special Events Competition. This gala event brought the tastes and culture of the world famous Munich Oktoberfest, 8,479 kilometers to the Heart of Seoul for the 25,000 active duty members of the US Forces Korea, their families and the thousands of civilian employees and guests of this command.

Under the cover of an actual German Beer tent, with a steady background beat of Oompah Music provided by the 8th Army Band, USFK Service and Family Members enjoyed their fill of authentic German Beer, Bratwurst, Jagerschnitzel, Sauerbraten, Grilled Huhnchen, Spatzle, Rotkohl, Sauerkraut, Giant Pretzels, Schwartzwaler KirshTorten, Heiss Hinbern w/ Vanille Eis and many of the other Munich delights which brought back wonderful memories for some and two fall weekends of fun and excitement for all.

EWARD F. FAGAN  
General Manager  
Dragon Hill Lodge

